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# USDA Inside USDA Information

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## IN THIS ISSUE

More on structures..."contest" developments...new prexy's...a job opportunity or two and a job seeker...another campaign... and some background on the almost-Rosen's law, so-called. Keep reading...

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## STRUCTURE'S GETTING STRUCTURED

In a memo to Jim Webster, GPA, Sec. Bergland recently set forth his concerns and his intent about upcoming activities to identify and deal with problems of the structure of the American food and fiber system.

The Secretary developed a sort of "tripod" support for the effort ...three "legs" called public information, research, and field hearings. GPA and agency inf divisions must provide two of those three legs.

The Office of the Secretary has begun to explore the entire structure issue. Susan Sechler will coordinate the project, aided by Cliff Ouse, Tom Sand, Oneida Darley, Ed Goodpaster, Paul Darby, Karen Voight, Roger Sandman, and John Obert.

Some broad plans have been made for initiating the dialogue, providing information to the public, obtaining the public's views, and preparing for specific action as issues become clear. Also some other activities underway include:

Preparation of a series of issue definition papers...to serve as a beginning for the dialogue...available in July.

A broad research agenda to support legislative initiatives, tax code modification and administrative actions. All agencies will be asked to contribute to this product...available in August.

Several one-day information gathering sessions around the country in November and December...results to be published and made available to the public. Field staff of USDA will help organize the hearings.

Jim recently notified agency information directors of these plans and suggested "all contributions should demonstrate the critical importance of public information professionals to the development and execution of an effort...critical, not only to the Department but also to society."

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MORE BOWS

Bob Lake, Forest Service (FS), has told us that in our mentions of awards recently given to inf people, we failed to say that two Superior Service Awards went to FS inf staff.

That's what comes of not knowing everyone...but we're improving.

Anyhow, we should also bow low to Ernest C. McDonald, Pacific Northwest Regional Inf Staff, Portland, Oregon, for leadership in developing unique methods in environmental education...and to the Library Staff, Research Information and Publications Group, Pacific Southwest Station, Berkeley, Calif., for leadership in establishing the Westwide Information Network, called WESTFORNET.

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BUT LES HASN'T FADED

Les Schlup, retired, sent us a nice note after our mention of the Distinguished Service Award winner this year...David Sutton, GPA. Les told us how he got the award in 1955...and that the signature of the Sec of Ag (then Ezra Benson) now has faded completely from the award paper. Les said he thought former inf officer Jimmie Hasselman also had received the award. So we'll check and confirm.

\* \* \*

COSDA ELECTS...

Lana Dickson is new president of COSDA (Communication Officers of the State Departments of Agriculture). Lana took over the office recently at the COSDA meeting in Kalamazoo.

She works with the New Mexico Department of Agriculture out of Las Cruces.

\* \* \*

AND SO DOES WICI

Cheryl Palmer, speechwriter in GPA, has been elected prexy of the Washington, D.C. chapter of Women in Communications, Inc. (WICI). The D.C. chapter has about 250 members...there are 9,000 members nationwide.

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ABOUT THAT CITATION

Gary Hermance, Florida U's designer who got all those free pubs placed in the right order a few weeks ago, has been sent his "presidential award" for his efforts.

The award reads: "This citation attests to the brilliance, prescience, judgment, and skill by which the above named person accurately predicted the national public demand for ten publications--in correct order. Those publications were offered by the Federal Government to the nation's consumers by the Consumer Information Center in the spring of 1979. This achievement of unusual merit is attested to by the fact that he was the only person in the United States to select those publications in the correct order in a national contest conducted by the U.S. Department of Agriculture's "INSIDE INFORMATION."

Well...we didn't say what kind of presidential citation a winner would get. So, Hal Taylor, GPA, signed the citation as President of "Inside Information." Claude Gifford, GPA, signed as Secretary of "Inside Information."

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WHERE'S THE WINNER?

If you got those 10 Consumer Information Center sales publications all ranked in the right order, we haven't heard from you yet. As of now, though we've had some 30 entries, we've no winners. In fact, we haven't had anyone rank even the top and bottom five. If you did pick 'em, let us know.

Gifford says the assignment was a difficult one...suggesting that it may point to the need to do more audience analysis and information testing to keep us closer to what people want to read, and do read.

True. But we're real sorry we can't tell you about that award "with a cost value of \$20." (Some folks have wondered why we said "cost value" when a sharp editor would have said "worth." Well...think a bit about the difference!)

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CAMPAIGNING AGAIN

King Lovinger, Animal and Plant Health Inspection Service (APHIS), has another campaign going. This one he kicks off with a kit, calling it "the center-stone for people traveling on farm tours overseas."

A major concern has to do with travelers who unknowingly bring foreign animal disease back to the U.S., in mud and dirt on clothing and shoes. Of special concern are tours to countries infected with such highly contagious disease as foot-and-mouth, rinderpest, and African swine fever.

So...King and company sent 2,000 of the kits to Farmer-to-Farmer Tours, which operates 35 tours annually for the American Farm Bureau. The AFBF also is sending additional kits to those regional farm bureaus that sponsor their own, separate overseas tours.

Another 1,000 kits went to the People-to-People program run by Maupin Tours...a midwestern tour company that has farmer-related tours.

Further publicity is coming through the National Farm Broadcasters Assoc. And some broadcasters may also use the kits for tours they sponsor.

Just getting off the ground are notices by the U.S. Animal Health Assoc. And it appears that the Kiplinger Ag Newsletter also will plug the kit. King says he's looking for other outlets. Holler to him if you can help.

\* \* \*

YES...AS I WAS  
SAYING

Speech openers? Boy, did we get the samples! Consider:

"The committee wanted Margaret Trudeau for this appearance, but she was busy in New York...."

"I don't often get a chance to toot my own horn, so I am pleased to have this opportunity...."

"Where are the television cameras?"



"A funny thing happened to me on the way to this meeting...it dawned on me that I really don't have anything to say."

We'll give you some more serious ones next week. Meanwhile, send us your "winners" for goofy speech openings.

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NOW IT'S DOCUMENTED

Sam Rosen, Montana State Univ. says "it took a little while, but I now have the material collected regarding the program of the so-called printing bill that appeared in the...legislature."

Sam sent us a packet which outlines the entire event. As he points out, there was some progress from the House to where it received some slight amending in the Senate. Then it "was handled beautifully by the Governor whose will prevailed."

Sam calls the situation "a prime case and excellent look at the democratic process where our local legislator presented and discussed all these bills with the governor."

No doubt, Sam will share the case with you if you write him. In fact, we'll copy Sam's packet for you if you want to write "Inside..."

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AVAILABLE FROM BYU

Marilyn Cryer, recent graduate from Brigham Young Univ., writes that she's seeking employment in inf work somewhere. She graduated cum laude in PR with a grade point average of 3.67 out of a possible 4.00. Her address is 981 W 280 N, Orem, Utah 84057.

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WANTA GO TO TAIWAN?

Two jobs seem to be available at the Asian Vegetable Research and Development Center (AVRDC) in Taiwan. You may have heard of at least one of them.

One, for an editor, opened up May 31 and involves mostly research publications. The other job begins in early 1980 and is a "senior level, 2-year appointment," although "senior level applicants on sabbatical leave from responsible positions of a similar nature may be considered for appointments as short as one year." The senior level job is called "Agricultural Editor or Information Officer," and it includes management of the Office of Information Services.

Inquiries should be sent to the Director, AVRDC, P.O. Box 42, Shanhua, Tainan 741, Taiwan, Republic of China.

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MEETINGS TO REMEMBER

On June 27, members of the Agricultural Relations Council (ARC) will meet for their annual summer meeting at Otesaga Hotel in Cooperstown, N.Y.

And Jerry Webb's Delaware Univ. staff recently distributed an intriguing and unique announcement packet about the national meeting of Agricultural Communicators in Education (ACE). Jerry calls the meeting a "Wingding," and it's set for July 8-11 in Newark, Del.